

IRON COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	46,310	46,740	-	-	
Total Non-Ag Employment	15,092	15,162	-	-	
Non-Ag Avg Monthly Wage	\$2,288	\$2,319	-	-	
Per Capita Income	\$22,665	\$23,541	-	-	
Unemployment Rate*	9.9%	8.2%	-	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$94,286,385	\$100,348,262	-	-	
Travel & Tourism Related Employment	1,775	1,812	-	-	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$4,931,243	\$5,292,380	-	-	
Transient Room Tax	\$839,377	\$843,708	\$908,439	7.7%	
Restaurant Tax	\$468,710	\$500,612	\$521,469	4.2%	
Retail Sales					
Gross Taxable Retail Sales	\$547,440,149	\$570,006,744	-	-	
REGIONAL VISITATION COUNTS					
Zion N.P.	2,666,021	2,825,480	2,973,607	5.2%	
Bryce Canyon N.P.	1,285,490	1,296,000	1,384,173	6.8%	
Quail Creek S.P.	101,967	72,366	64,980	-10.2%	
Cedar Breaks N.M.	525,829	493,145	640,293	29.8%	
Grand Staircase-Escalante N.M.	700,000	739,248	761,532	3.0%	
Snow Canyon S.P.	321,752	344,915	535,870	55.4%	
Utah Shakespearean Festival	117,018	120,000	121,000	0.8%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

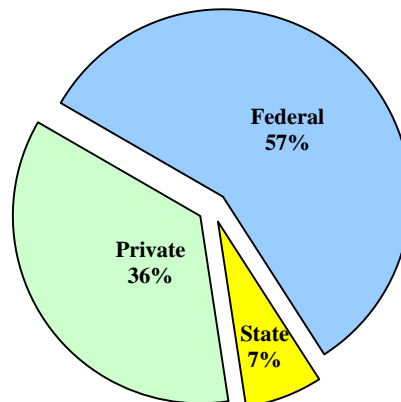
Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	57.5%
BLM	45.6%
US Forest Service	11.5%
National Parks	0.4%
National Wildlife Service	--
Other •	--
State Government	6.7%
Utah State Parks & Recreation	0.0%
Utah State Wildlife Reserves	0.4%
State Trust Lands	6.3%
Other ••	--
American Indian	0.1%
Private*	35.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2012



Iron County Tourism Profile

